

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in this application.

**Listing of Claims:**

Claim 1 (Previously Presented):      A display apparatus comprising:  
an image display section for performing display of data written in the image display section, the data being held therein for a predetermined holding period;  
a full screen memory for storing therein data of at least one frame for a whole display area of the image display section;  
a partial screen memory, provided in addition to the full screen memory, for storing therein data of at least one frame for a partial display area which has a refresh rate different from a refresh rate of the whole display area and has a scan size different from a scan size of the whole display area;  
an image-display-section refreshing section for refreshing the data written in the image display section;  
a partial-display-area refreshing section for refreshing data written in the partial display area, after the data is held for a period shorter than the holding period of the image display sections; and  
a control section for (i) causing data read out from the respective memories, to be written into the display areas to which the data corresponds, and (ii) causing the partial display area to move to a predetermined position within a display screen of the image display section when a predetermined time lapses.

Claim 2 (Original):      The display apparatus as set forth in Claim 1, wherein:  
the control section causes the partial display area to move by shifting the partial display area line by line at an interval of the predetermined time.

Claim 3 (Original): The display section as set forth in Claim 1, wherein:  
the control section causes the partial display area to move by shifting the partial display area randomly at an interval of the predetermined time.

Claim 4 (Canceled):

Claim 5 (Previously Presented): A display apparatus comprising:  
an image display section for performing display of data written in the image display section, the data being held therein for a predetermined holding period;  
a full screen memory for storing therein data of at least one frame for a whole display area of the image display section;  
a partial screen memory, provided in addition to the full screen memory, for storing therein data of at least one frame for a partial display area which has a refresh rate different from a refresh rate of the whole display area and has a scan size different from a scan size of the whole display area;  
an image-display-section refreshing section for refreshing the data written in the image display section;  
a partial-display-area refreshing section for refreshing data written in the partial display area, after the data is held for a period shorter than the holding period of the image display section; and  
a control section for causing predetermined single color data to be written, as a border line, on a border between the partial display area and the whole display area.

Claim 6 (Previously Presented): A display method comprising the steps of:  
displaying, on an image display section, data written in the image display section, the data being held therein for a predetermined holding period;  
storing, in a full screen memory, data of at least one frame for a whole display area of the image display section;

storing, in a partial screen memory, but not in the full screen memory, data of at least one frame for a partial display area which has a refresh rate different from a refresh rate of the whole area and has a scan size different from a scan size of the whole display area;

refreshing data written in the image display section;

refreshing data written in the partial display area after the data written in the partial display area is held for a period shorter than the holding period of the image display section;

writing data of at least one frame in the partial display area, the data being other than data of at least one frame to be written into the whole display area; and

moving the partial display area to a predetermined position within a display screen of the image display section when a predetermined time lapses.

Claim 7 (Original): The display method as set forth in Claim 6, wherein:  
the partial display area is moved by shifting the partial display area line by line at an interval of the predetermined time.

Claim 8 (Original): The display method as set forth in Claim 6, wherein:  
the partial display area is moved by shifting the partial display area randomly at an interval of the predetermined time.

Claim 9 (Canceled).

Claim 10 (Previously Presented): A display method, comprising the steps of:  
displaying, on an image display section, data written into the image display section, the data being held therein for a predetermined holding period;  
storing, in a full screen memory, data of at least one frame for a whole display area of the image display section;  
storing, in a partial screen memory, but not in the full screen memory, data of at least one frame for a partial display area which has a refresh rate different from a refresh rate of the whole display area and has a scan size different from a scan size of the whole display area;  
refreshing data written in the image display section;

refreshing data written in the partial display area after the data written in the partial display area is held for a period shorter than the holding period of the image display section; and writing predetermined single color data, as a border line, on a border between the partial display area and the whole display area.

Claim 11 (Previously Presented): The display apparatus as set forth in Claim 5, wherein the color of the single color data is white.

Claim 12 (Previously Presented): The display apparatus as set forth in Claim 5, wherein the color of the single color data is black.

Claim 13 (Previously Presented): The display apparatus as set forth in Claim 5, wherein the color of the single color data is different from a color of the whole display area.

Claim 14 (Previously Presented): The display apparatus as set forth in Claim 5, wherein the display apparatus is part of a portable telephone.

Claim 15 (Previously Presented): The display method as set forth in Claim 10, wherein the color of the single color data is white.

Claim 16 (Previously Presented): The display method as set forth in Claim 10, wherein the color of the single color data is black.

Claim 17 (Previously Presented): The display method as set forth in Claim 10, wherein the color of the single color data is different from a color of the whole display area.

Claim 18 (Previously Presented): A display apparatus comprising:  
a display section comprising pixels coupled to gate lines and signal lines;  
a full screen memory storing image data for a whole display area of the display section;

a partial screen memory, provided in addition to the full screen memory, storing image data for a partial display area of the display section; and

a control section that writes image data from the full screen memory to a first display area of the display section by supplying image data from the full screen memory to the signal lines and sequentially scanning first ones of the gate lines, and that writes image data from the partial screen memory to a second display area of the display section smaller than the first display area by supplying the partial screen image data to the signal lines and sequentially scanning second ones of the gate lines different than the first ones of the gate lines,

wherein the control section refreshes the image data written to the first display area at a first refresh rate and refreshes the image data written to the second display area at a second refresh rate that is greater than the first refresh rate.

Claim 19 (Previously Presented): The display apparatus as set forth in Claim 18, wherein the control section periodically changes the gate lines constituting the first and second ones of the gate lines so as to cause the second display area to move.